1 – A method for the production, by a service provider, of a first multimedia user isolating identifier compatible with the identifiers of a telephony network wherein:

- the first identifier has a maximum size of 15 digits,

- the first identifier has at least one productive digit making it possible to designate the producer of the identifier,

- the first identifier has at least one nature-defining digit enabling the nature of the first identifier to be defined,

- the first identifier has N identifying digits enabling the designation of the user,

- the first identifier has M variability digits depending on the nature-defining digit.

2 - A method according to claim 1, wherein a digit is a representation, in data processing, that enables the encoding of a decimal number.

3 - A method according to claim 1, wherein a digit is a representation, in data processing, that enables the encoding of a hexadecimal number.

4 - A method according to claim 1, wherein the identifier digits correspond to a telephone number of the user.

5 - A method according to claim 4, wherein the identifier digits are preferably the digits 8 to 15, N being then equal to 8.

6 - A method according to claim 1, wherein the producer digit is preferably the digit 1.

7 - A method according to claim 1, wherein the nature-defining digit is preferably the digit numbered 2.

8 - A method according to claim 1, wherein the M digits, preferably the digits numbered 2 to 7, enable the encoding of a date.

9 - A method according to claim 1, wherein the M digits, preferably the digits numbered 2 to 7, enabling the encoding of a date in the month/day/time (mmddhh) format.

10 - A method according to claim 9, wherein a value of 0 or 1 for the digit numbered 2 corresponds to a temporary identifier.

11 - A method according to claim 1, wherein the M digits, preferably the digits numbered 2 to 7, represent the period of time that has elapsed since the beginning of the year in progress, expressed in 1/900 000th fractions.

12 - A method according to claim 11, wherein a value of 0, 1, 2, 3, 4, 5, 6, 7, or 8 for the digit numbered 2 corresponds to a temporary identifier.

13 - A method according to claim 1, wherein the M digits, preferably the digits numbered 2 to 7, represent the period of time that has elapsed since the beginning of the year in progress, expressed in 1/800 000th fractions.

14 - A method according to claim 13, wherein a value of 0, 1, 2, 3, 4, 5, 6, or 7 for the digit numbered 2 corresponds to a temporary identifier.

15 - A method according to claim 1, wherein the M variability digits enable the identification of a content provider.

16 - A method according to claim 15, wherein M-1 digits among the M digits enable the content provider to be identified, while 1 digit among the M digits enables the identifying of a contract between the user and the service provider.

17 - A method according to claim 1, wherein the identifier digits and the variability digits are encrypted.

18 - A method according to claim 17, wherein the encryption algorithm is symmetrical and produces digits.